

DIRECTOR OF COMMUNICATIONS AND PUBLIC INFORMATION

Salary Range

\$63.41 - \$77.08 Hourly

\$10,991.07 - \$13,359.71 Monthly

\$131,892.80 - \$160,316.52 Annually

ESTABLISHED DATE

December 9, 2025

Description

Definition

Under administrative direction, leads and oversees the County's public information and strategic communications function; implements, develops, directs and evaluates a comprehensive, County-wide communications program that supports organizational priorities and strengthens community engagement; provides leadership to staff responsible for media relations, public outreach, digital content, and emergency communications; serves as the County's advisor on public information, reputation management and community relations; and represents the County in high-profile communications with the media, stakeholders, and the public.

Distinguishing Characteristics

This single-position, at-will class serves at the pleasure of the County Administrative Officer or designee. The incumbent provides strategic leadership over the County's public information and communications function and may direct the work of a professional communications team. The role carries broad authority for developing, coordinating and managing a comprehensive, County-wide communications and community engagement program aligned with organizational priorities and the policy direction of the Board of Supervisors and County Administrator.

Essential Functions

Duties may include, but are not limited to the following:

- Leads the development, implementation and evaluation of the highly visible County-wide communications and public information program that supports organizational priorities and engages internal and external audiences.
- Serves as the County's advisor on media relations, public messaging and communication strategy and coaches County leaders and departments on media protocols and response practices.
- Prepares, and directs the creation and dissemination of written, digital and multimedia materials including newsletters, reports, press releases, speeches, presentations and major publications.
- Acts as the County's primary spokesperson and represents the organization with the media, community groups, partner agencies and the public.
- Provides strategic oversight of the County's digital presence including social media, website content, branding and digital engagement to ensure accuracy, consistency and effective messaging.

- Builds and maintains relationships with media outlets, community organizations and internal stakeholders and responds to complex and sensitive inquiries with professionalism and tact.
- Leads and implements County public outreach efforts including briefings, workshops, events and major communication campaigns and directs emergency communication planning and participation in the Emergency Operations Center when needed.
- Guides cross-departmental communication initiatives to ensure consistent messaging and alignment with County policies and priorities.
- Develops and implements communication policies, procedures and standards that promote transparency and improve public understanding of County programs and services.
- Designs, leads and implements internal communication strategies that inform and engage County employees and oversees employee communication tools and channels.
- Monitors trends, issues, public sentiment and emerging topics and uses research, surveys and other assessments to advise County leadership and inform communication strategies.
- Oversees the work of contractors and consultants supporting communication projects and manages related contracts and deliverables.
- Evaluates emerging public issues, identifies potential impacts on County operations or public perception and recommends proactive strategies and policy adjustments.
- Prepare and edit written material, including internal and external newsletters, brochures and other publications, that provides information to enhance the understanding, awareness, and support of the county operations and programs.
- Responsible for the County's social media policy and creating maintaining the County-wide social media sites and presence.
- Design, plan, implement content to support county outreach activities utilizing diverse platforms and communication tools.
- Provides leadership and supervision to assigned staff, including assigning work, setting priorities, evaluating, offering guidance and feedback, and supporting professional development to ensure high-quality and timely delivery of communication services.
- Design, plan, implement and participate in internal and external communications, programs to inform, train and motivate County employees; direct the dissemination of information to County employees.
- Responsible for the County's social media policy and creating maintaining the County-wide social media sites and presence.
- Work with website support and design team to ensure accurate and up to date information on the County's website.
- Performs other related duties as assigned.

Employment Standards

Minimum Qualifications:

Education:

A bachelor's degree from an accredited college or university. A master's degree is desirable.

Experience:

Five (5) years of progressively responsible experience in public information, communications, media relations, marketing, or a related field, including experience developing and managing comprehensive communication strategies. Experience leading a communications team or major communication

initiatives is highly desirable.

License: This classification requires incumbents to possess and maintain a valid California driver's license, Class C or higher, to carry out job related duties. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

Knowledge & Ability

Knowledge of:

- Principles and practices of public information, strategic communications, media relations and community engagement.
- News media operations, public communication methods and effective presentation techniques.
- Journalism, expository writing, editing and development of clear, consistent messaging.
- Local government structure, public sector practices and the social, economic and cultural issues that shape public perception.
- Research methods for assessing public attitudes, evaluating communication effectiveness and identifying public affairs needs.
- Crisis and emergency communication practices and the role of public information in incident response.
- Branding, marketing and digital communication strategies including social media and website management.
- Strategic planning, goal setting and program development within a public agency.
- Techniques for resolving sensitive or confrontational situations with tact and diplomacy.
- English language usage including grammar, composition and clarity.
- Standard software, digital communication tools and content management platforms.
- Principles and practices of staff supervision, team leadership, performance management and professional development.

Ability to:

- Direct and manage a comprehensive County-wide public information and community engagement program.
- Develop and implement strategic communication plans that support organizational goals.
- Serve as an advisor to County leaders on media relations, public messaging and communication strategy.
- Communicate complex information clearly and accurately in writing, verbally and through digital media.
- Write, edit and produce clear and timely reports, speeches, press releases and multimedia content.
- Respond effectively during high-pressure or time-sensitive situations and meet strict deadlines.
- Deliver persuasive presentations and represent the County with the media, elected officials, partner agencies and community groups.

- Analyze trends, interpret public sentiment and recommend communication strategies based on research and data.
- Build strong working relationships and work collaboratively with individuals and groups with diverse backgrounds.
- Provide candid, tactful consultation to executive leadership.
- Plan, organize and prioritize multiple projects with minimal direction.
- Provide leadership, direction and feedback to staff, consultants and contractors and support a high-performing team.
- Supervise, train, mentor and evaluate employees and manage the work of consultants or contractors
- Use computers, software and digital tools to create and manage communication materials and online content.

Environmental & Functional Factors

The incumbent typically works in a standard office environment and completes assignments both independently and in close collaboration with others. The position requires frequent verbal communication with staff, media representatives, community members and other stakeholders in person, by phone and through virtual platforms. The incumbent must remain calm, clear and professional when responding to high-pressure or sensitive situations. The position may require travel throughout the County to attend meetings, conduct outreach, support media events or provide on-site communication support during emergencies or high-profile incidents. Occasional work outside normal business hours may be required to meet operational needs or respond to urgent communication demands.

Medical Class

This class performs primarily sedentary office work and may sit for extended periods. The position requires light physical effort, including frequent lifting of up to ten pounds and occasional lifting of up to twenty-five pounds. The incumbent may need to stand, walk, bend, stoop or squat during meetings, presentations, outreach events or emergency communication activities. Occasional reaching or movement at or below waist level may be required to place or retrieve materials or equipment.

Corrected hearing and vision are required to perform essential duties such as communicating with others in person and by phone, reviewing written and digital materials and monitoring media and online content. The position requires sufficient manual dexterity and hand-eye coordination to operate computers, audiovisual equipment and other standard office tools used in public information and communication work.